

**A SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR  
LOCATION-BASED FILTERING FOR A SHOPPING  
AGENT IN THE PHYSICAL WORLD**

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**ABSTRACT**

An agent based system utilizes a Personal Digital Assistant (PDA)-based, Global  
Positioning System (GPS)-enabled information gathering agent that relies on  
knowledge of a shopper's physical location to support a shopping task while  
shopping at a mall. Shoppers indicate their shopping goals to the system. Then, as  
10 shoppers stroll through a mall, the system informs them of the availability of items  
of interest to them available in the immediately surrounding stores, as well as any  
cheaper local alternatives

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